

EYTAN ARIEL SCHWARTZ

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Eytan Schwartz is a seasoned team leader with 15 years of experience in senior management positions. Eytan combines a unique blend of expertise in the fields of Business Development, Government Affairs, International Relations, Urban Innovation, and Marketing and Communications.

WORK EXPERIENCE

11/07 – 4/22

TEL AVIV-YAFO MUNICIPALITY

Tel Aviv, Israel

Head of Media and Communications, Tel Aviv-Yafo Municipality (01/20 – 4/22)

Devised and Led City Hall's media, communications, branding, marketing and publicity strategy; led a team of approximately 40 media experts at a budget of 30 million Shekels; maintained daily contact with the Mayor, the Municipality's CEO and senior management, and various governmental, public and private entities; a member in City Hall's senior management board. Main achievements include:

- Led municipal communications efforts during the COVID-19 Pandemic, including launching new strategies and tools to communicate direct messages to the residents on a linguistic, neighborhood and community basis;
- Managed the city's digital residents card, DIGITEL, with a membership of over 200,000 residents and leveraged it to promote local business, artists and suppliers;
- Launched an app for the DIGITEL residents card as an innovative platform to consume personalized municipal content, that was downloaded by 50,000 residents within 3 months;
- Developed City Hall's digital platforms as a major avenue of communications, including revamping the municipal website and passing the threshold of 1 million monthly entries; upgrading the municipal Facebook page and passing the threshold of 200,000 followers;
- Renovated and revamped the Yitzhak Rabin Memorial at City Hall as an educational and tourism point of interest, integrating volunteers as guides and 2 documentary films in 8 languages.

CEO, Tel Aviv Global and Tourism (01/16 – 12/19)

Led Tel Aviv's municipal corporation that oversees City Hall's efforts to position itself as a global center of innovation and creativity; pioneered efforts in the fields of international economic development, tourism, branding, marketing and media; led a team of 30 full-time employees and 20 part-time employees; managed a yearly budget of 15 million Shekels; managed a main office and 6 additional annex properties; worked closely with the corporation's board and committees on strategic partnerships, executive-level recruiting, and financial resilience; initiated and led financial and strategic partnerships with government offices, municipal corporations, private corporations and public companies. Main Achievements: doubled the corporation's budget; increased the workforce by 7 employees (a 30% growth); transferred the entire workforce to a direct employment model while introducing a universal benefits program.

Main Achievements in the field of International Economic Development:

- Founded and operated THE PLATFORM – an urban municipal accelerator for entrepreneurs in the Neve Sha'anani district. The accelerator offered acceleration and mentoring programs to dozens of startups, in addition to a comprehensive program of speakers, workshops, and classes to the general public; created strategic partnerships with accelerators in major European cities; fostered cooperation with the Israel Innovation Authority, IATI, private corporations, social entrepreneurship organizations, numerous private and public sector partners, and the Israel Ministries of Economy, Foreign Affairs, and the Development of the Periphery;
- Led municipal efforts to attract and accommodate for global corporations and served as a one-stop-shop for technology and innovative companies dealing with City Hall;
- Published the city's first manual for multinational companies setting up operations in Tel Aviv;
- Oversaw municipal efforts to increase international exposure of local startups and technology companies; organized and hosted dozens of delegations of government, diplomatic and city officials while connecting them to relevant local startup companies;
- Ran City Hall's main yearly international conference, Tel Aviv Cities Summit, that served as a platform to discuss issues of urban innovation and attracted hundreds of international attendees;

Main Achievements in the field of International Media, Marketing and Branding:

- Designed and executed the municipal operation to accommodate hundreds of international reporters during Eurovision 2019, which resulted in a 20% increase in media exposure in both traditional and social media in comparison with the 2018 Eurovision in Lisbon;
- Oversaw annual increases of hundreds of positive reports about Tel Aviv in international media;
- Established the city's first tourism website, and an innovative web portal for reporters;
- Hosted hundreds of international reporters and secured positive coverage of Tel Aviv and the Mayor through press briefings, media delegations and press releases;

Main Achievements in the field of Tourism Development:

- Led the city's international and domestic tourism efforts, including writing Tel Aviv's first strategic plan for tourism, outlining the city's vision for opening new markets, developing the hotel industry, establishing new tourist attractions and leading efforts to improve services;
- Spearheaded the city's efforts to prepare its tourism infrastructure to hosting the Eurovision 2019 contest, including erecting 10 pop-up tourist information centers, recruiting 750 volunteers, training tourism service providers and publishing a city guide in tens of thousands of copies;
- Established "Independence Trail", a 1-kilometer walking trail in the city's historic district that passes through 10 historic points from the history of Tel Aviv and Israel;
- Established the city's first-ever Convention Bureau, as a partnership with the Tel Aviv Hotel Association and the city's main conference center, Expo Tel Aviv;
- Opened 2 new tourist information centers and operated them together with 2 existing centers;

Senior Advisor to Mayor Ron Huldai for International Affairs (01/12 – 12/15)

- Oversaw all diplomatic and international operations of the Mayor's cabinet;
- Oversaw relations with Jewish organizations;
- Devised and oversaw a municipal strategy for the integration of immigrants.

Director of International Outreach, Centennial Administration / Global City (10/07 – 12/11)

- Member of a task force launched to devise a strategic plan to position Tel Aviv globally;
- Oversaw all international operations for the Tel Aviv-Yafo Centennial celebrations, including the production of 3 artificial Tel Aviv Beaches in New York, Copenhagen and Vienna;

8/06 – 11/07

C.A.R.D (COMMITTEE FOR ADVANCEMENT OF REFUGEES FROM DARFUR)

Tel Aviv, Israel

Founder, Spokesperson, and Lobbyist

Created an umbrella organization that successfully campaigned the release of hundreds of Sudanese refugees from prison; formed a political lobby and led grass-roots initiatives.

4/05 – 4/06

ISRAEL AT HEART

New York, NY

Director of Media Operations

- Managed operations and cultural initiatives for pro-Israel advocacy organization;
- Advocated for Israel on dozens of university campuses in the U.S., England and Australia.

EDUCATION

10/06 – 6/09

Tel Aviv University

Tel Aviv, Israel

M.A. 2009, *With Honors*, Middle Eastern Studies

9/98 – 5/01

Columbia University

New York, NY

B.A. 2001, *summa cum laude*, Anthropology; Phi Beta Kappa; School of GS Honor Society

MILITARY SERVICE

Galei Zahal, IDF Radio Station

Tel Aviv, Israel

Served as Chief Producer of the Cultural Division; managed 5 soldiers; produced hundreds of show

LANGUAGES

- Fluent English and Hebrew; advanced French; conversational Spanish